

## *preventing abusive head trauma*

# All Babies Cry

Abusive Head Trauma (Shaken Baby Syndrome) is the name for injuries to an infant's brain caused by vigorous shaking and/or blunt impact to the head. This kind of shaking most often happens as a result of a caregiver's overwhelming frustration in response to a baby's incessant crying.

Each year, approximately 1,200 to 1,400 young children nationwide are seriously injured because an adult caregiver vigorously shook them. The effects of Abusive Head Trauma are devastating for the victims and their families.

Approximately 25 percent of these young children die while many more live with severe lifetime disabilities.

### **What is All Babies Cry?**

An evidence-based, multi-media intervention, *All Babies Cry: Tried and True Tips for Comforting Your Newborn and Yourself* empowers new parents with practical demonstrations of infant soothing and clear strategies for managing normal stress in parenting.

*All Babies Cry* builds on previous maltreatment prevention efforts by promoting the "Strengthening Families" Protective Factors, creating messaging from formative research with parents, expectant parents and perpetrators, and by focusing on fathers, who appear in 70% of all media infant care and soothing demonstrations.

*continued on reverse*



